

**MINUTES**  
**FORT MYERS BEACH**  
**Cultural and Environmental Learning Center Advisory Board**  
Town Hall - Council Chambers  
2523 Estero Boulevard  
Fort Myers Beach, FL 33931

**Thursday, November 20, 2014**

**I. CALL TO ORDER/PLEDGE OF ALLEGIANCE**

Meeting was called to order at 3:05 p.m. by Chair Hill.

**II. ROLL CALL**

Members present: Barbara Hill, Cindy Richardson, Betty Simpson, Cherie Smith, Ceel Spuhler, and Lorrie Wolf.

Excused: Becky Werner

Historical Advisor: Bill Grace

Town Council Liaison: Mayor Anita Cereceda

Town Staff: Alison Giesen

**III. APPROVAL OF MINUTES** from October 9, 2014

Change the following sentence on Page 3:

Ms. Spuhler suggested removing the number of community members **listed** in the last paragraph under Making the Museum on the Saving our Site panel.

**MOTION:** Ms. Simpson moved to approve the minutes as amended; second by Ms. Wolf.

**VOTE:** Motion passed unanimously.

**IV. PUBLIC COMMENT**

Warren Babcock commented on the observation pier at the Mound House as it related to the master plan.

**V. DIRECTOR'S REPORT**

Capital Improvement Projects - Ms. Giesen reported that a risk assessment would be done ~~before~~ the *Stories Beneath Our Feet* exhibit opened to ensure it was safe.

Museum Exhibit Project - Ms. Giesen indicated that additional experts not listed in the packet of information agreed to review content.

Ms. Giesen reviewed educational programming, grants, SEARCH, parking options, site logistics, and media connections. Ms. Spuhler indicated that DAR had grant funds available.

Ms. Giesen stated she would like to set up focus groups to help identify the natural flow of the house. She reported on media coverage and she indicated she would link articles to CELCAB's

website. She reviewed the timeline and project budget. Ms. Giesen presented cost saving ideas such as reducing the number of exterior interpretive signs and the number of plant ID signs. Discussion was held on the number of signs and eliminating the plant signage at the pier location.

**MOTION:** Ms. Wolf moved to provide Ms. Giesen the authority to eliminate any non-essential exterior signage; second by Ms. Richardson.

**VOTE:** Motion passed unanimously.

Ms. Giesen reviewed the list of priorities. Discussion was held concerning the orientation video and the budget. Ms. Spuhler questioned charges for changes made in the past. Ms. Giesen explained SEARCH's billing procedure.

## **VI. COUNCIL LIAISON REPORT**

Mayor Cereceda congratulated CELCAB for the reception for the workers and volunteers at the Mound House. She commented on the possibility of selling 216 Connecticut to fund the Reef property for Bay Oaks. She discussed satellite opportunities in order to sell products from the Estero Island Historic Society to benefit the Mound House.

Ms. Wolf questioned whether the observation deck would prohibit fishing. Mr. Grace pointed out that the agreement with the Florida Communities Trust required that fishing be allowed. Mayor Cereceda offered to find a definitive answer.

## **VII. MOUND HOUSE MUSEUM**

### **A) Bathroom Kiosk Background Design Approval**

Consensus was made to allow Ms. Giesen to choose between the two backgrounds.

### **B) Approval of Main Entrance Design**

Ms. Giesen provided examples of the correct size and language. Discussion was held concerning the size and placement of the logo, the physical placement of the sign, branding, clutter, one double-sided sign perpendicular to the gate, eliminate the second welcome sign, and move the Mound House text up. Consensus was reached to approve the sign.

### **C) Approval of Exterior Way-Finding sign**

Ms. Giesen presented a sample of the sign to be located by the dock. Discussion was held regarding the size of the font, the size of the sign, location of the sign, language, eliminating a sign at the pier, and downsizing the sign.

### **D) Approval of Funding Sources Sign**

Ms. Giesen provided a sample of the required acknowledgement sign.

E) Plant ID Signs

Ms. Giesen displayed sample botanical illustrations by local artist Megan Kissinger. She pointed out that she would like to auction the original artwork to benefit the museum. Ms. Giesen indicated that she would talk to SEARCH regarding a credit. Discussion was held concerning reproduction rights and marketing. Consensus was reached to approve the plant ID signs illustrated by Ms. Kissinger.

**VIII. PUBLIC COMMENT**

No public comment.

**IX. BOARD MEMBER COMMENTS**

Ms. Wolf thanked Chair Hill for the reception and she thanked Ms. Giesen for being fiscally responsible.

Ms. Simpson thanked Chair Hill for the reception.

Ms. Smith thanked Chair Hill for the reception.

Ms. Spuhler thanked Chair Hill and commented on the reception.

**X. ELECTION OF CHAIR AND VICE CHAIR**

**MOTION:** Ms. Simpson moved to retain Barbara Hill as Chair; second by Ms. Wolf.

**MOTION:** Ms. Simpson moved to nominate Cherie Smith as Vice Chair; second by Ms. Spuhler.

**VOTE:** Motions passed unanimously.

**XI. UPCOMING MEETING DATE - Thursday, January 22, 2015 at 3:00 p.m.**

**XII. ADJOURN**

Chair Hill adjourned the meeting at 4:48 p.m.

Adopted \_\_\_\_\_ with/without changes. Motion by \_\_\_\_\_  
(DATE)

Vote: \_\_\_\_\_ Signature: Cheryl P. Smith

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